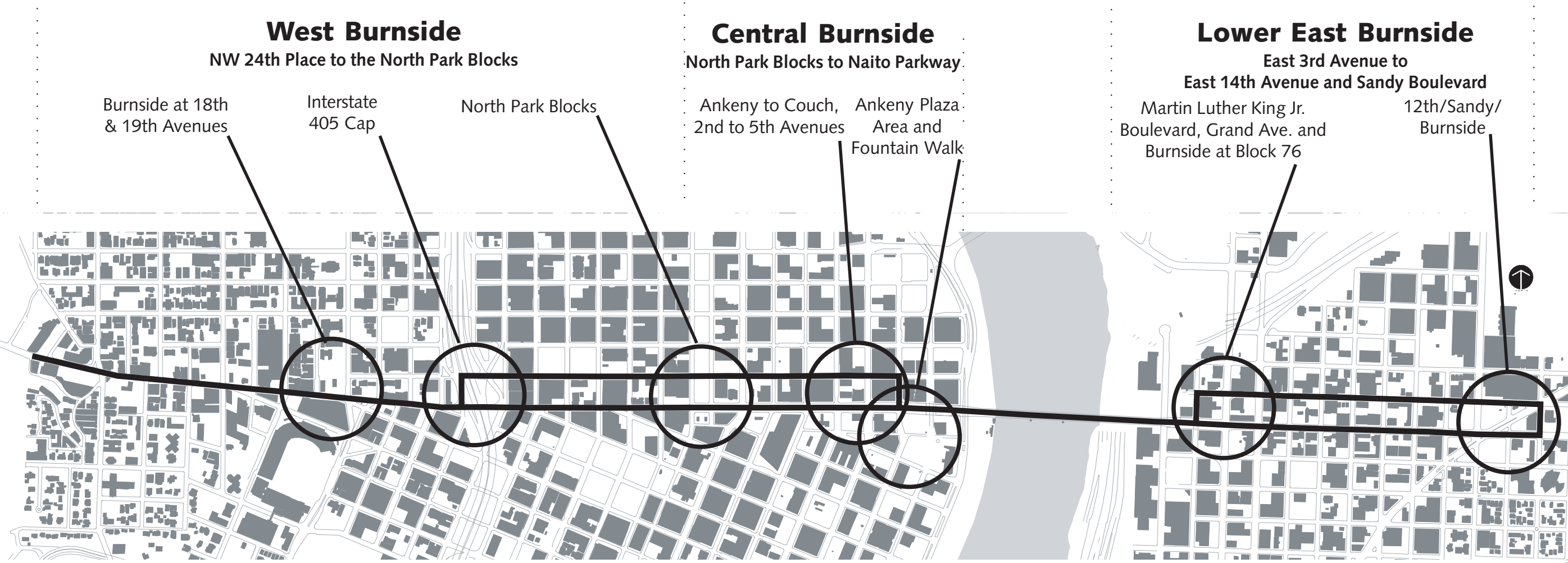


Catalyst Development Areas

Catalyst projects are public or private projects that are planned and designed to cause a corresponding and complementary development reaction on surrounding properties. They are projects of sufficient magnitude to stimulate redevelopment of underdeveloped properties or major rehabilitation of underutilized buildings. The identification and implementation of catalyst projects provides an opportunity for public and private investments to receive a reasonable return. The measure of return on investment can include jobs creation, increase in land value, improved transportation and access, and new housing units. The Catalyst Development Areas were identified by comparing county records of land and improvements

value. Preliminary development calculations indicate the catalyst development areas could potentially generate \$500 million in new development and renovation projects. More detailed market and economic work in a subsequent phase, would provide an opportunity to better understand development potential, the influence of transportation improvements and return on investment. The catalyst project locations are shown on the map below, and described on the following pages. Illustrations show concepts based on existing zoning and do not reflect any specific private proposals.



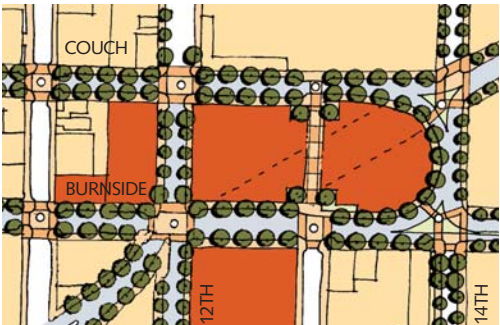
Lower East Burnside



View looking west toward new “signature architecture” concept at NE 14th, Sandy and Couch reinforces the identity of the Central City and Central Eastside Gateway.

12th/Sandy/Burnside

Two new city blocks emerge by reconfiguring the East 12th, Sandy and Burnside intersection. This would create an opportunity for new development highlighting the Central City’s Gateway to the Central Eastside. These new blocks would also provide an opportunity for “signature architecture” and could stimulate additional employment based development to the Central Eastside District and the Central City.



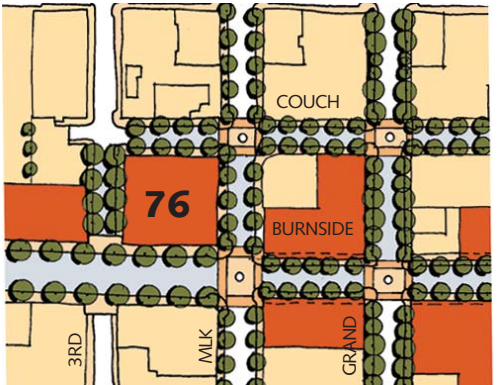
Two new blocks are formed by eliminating Sandy Boulevard between 14th and 12th.



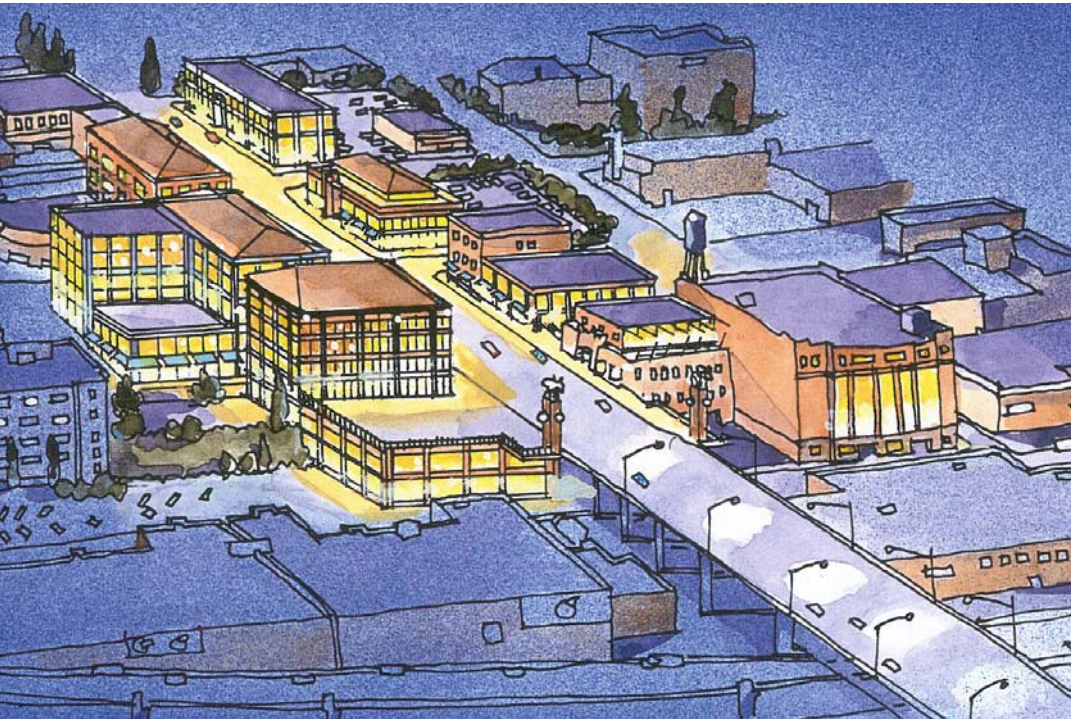
Concept showing new development at NE 12th and Sandy which would add jobs, create a special identity for the Central Eastside and potentially stimulate adjacent development projects.

Martin Luther King Jr. Boulevard, Grand Avenue and Burnside at Block 76

Block 76 was identified as a “signature development” site in the Portland Development Commission’s 1999 “Eastbank at Burnside: Lower East Burnside Redevelopment Plan.” The plan identified a six block area at the Burnside Bridge east bridgehead. “Signature architecture” here would create a gateway to the Central Eastside from downtown and add significant employment uses in the Martin Luther King, Grand, and Burnside area.

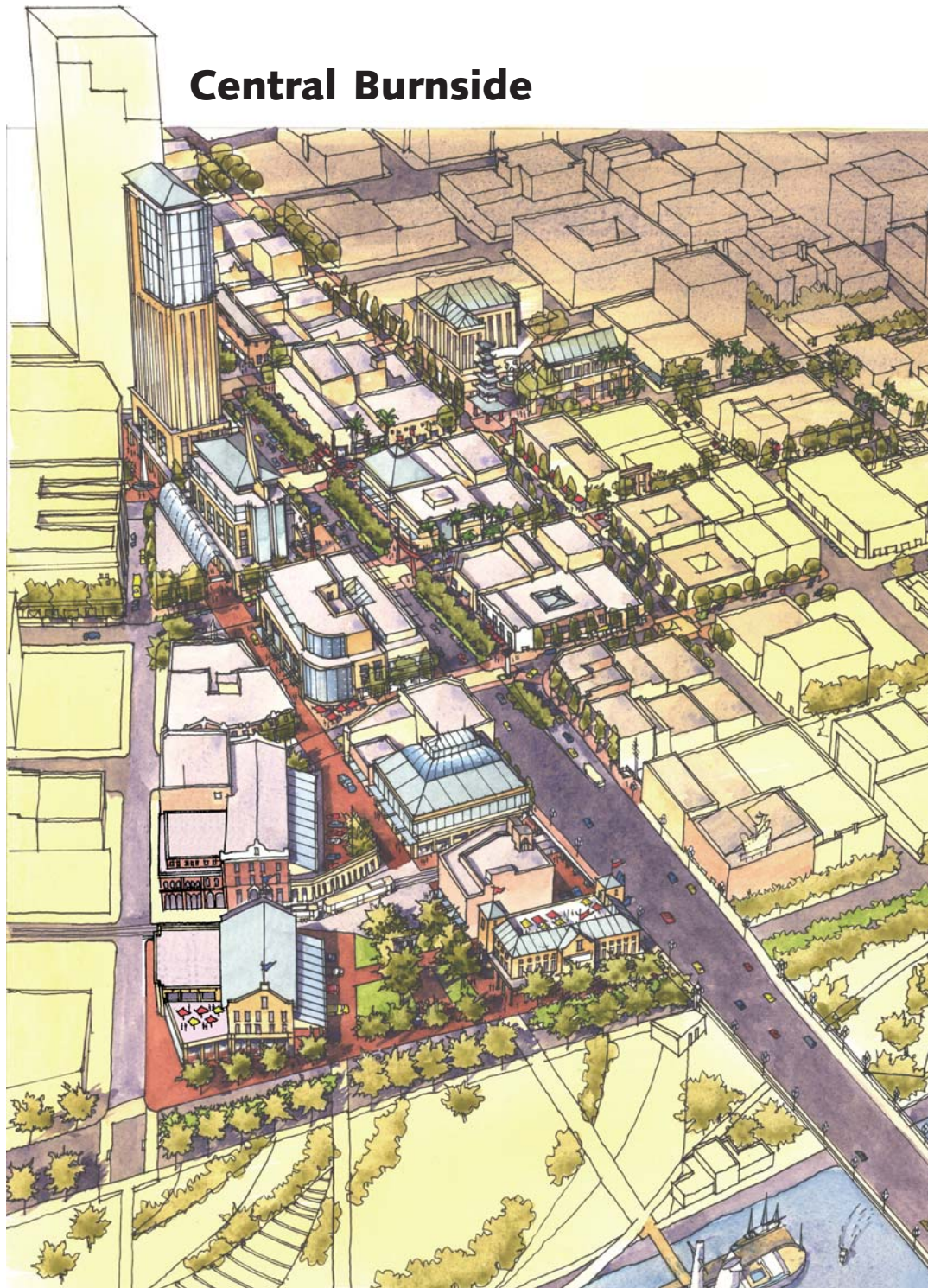


Block 76 is envisioned to stimulate new investment in the blocks between NE 2nd and 6th Avenues.



Block 76 and adjacent blocks form a gateway to the Central Eastside and would provide new employment in the Central City.

Central Burnside

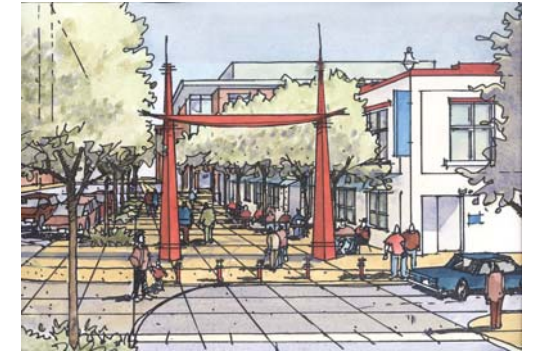


Concept sketch showing redevelopment opportunities that would help enhance the livability of Central Burnside.

Naito Parkway to the North Park Blocks

The Central Burnside Area stretches from Naito Parkway to the North Park Blocks creating a unified place that includes Ankeny, Burnside and Couch Streets. This area contains two development catalysts (Ankeny to Couch between 2nd and 5th Avenues, and the Ankeny Plaza Area) and two large scale right-of-way improvement projects (“The Link” and Ankeny Fountain Walk) that are envisioned to stimulate

redevelopment and rehabilitation to buildings along Ankeny, Burnside and Couch. The Central Burnside Area also integrates with the *Old Town ChinaTown Streetscape Plan* prepared by the Portland Development Commission and the *Waterfront Park Master Plan* prepared by the Portland Bureau of Parks and Recreation.



“The Link” provides opportunities to define district and neighborhood gateways.

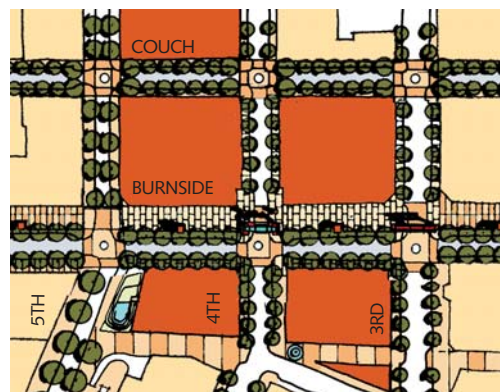


Aerial view of the Central Burnside area in 2001.

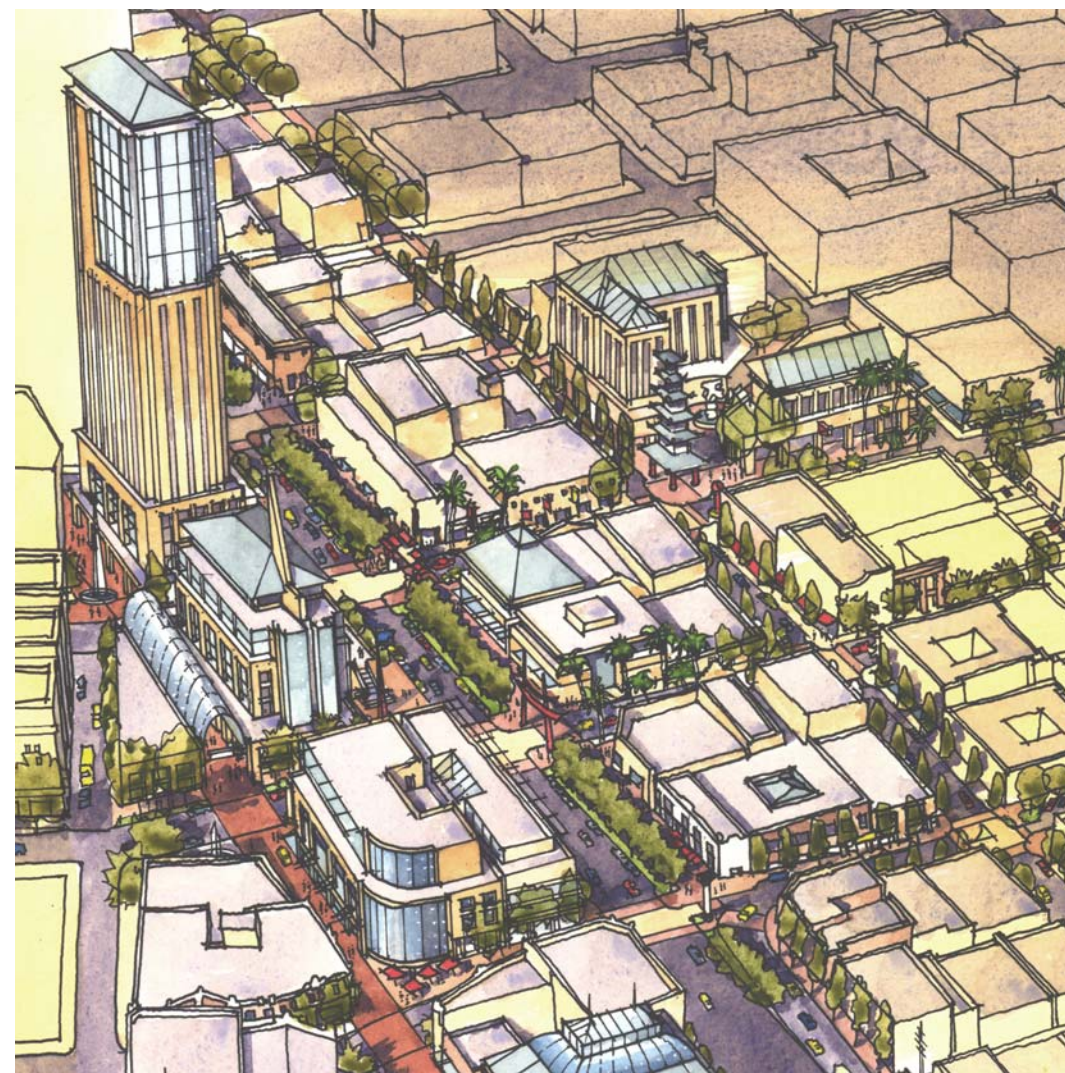


Ankeny to Couch 2nd to 5th Avenues

This area, at the gateway to Old Town/ChinaTown and the geographic center of the Central City, is occupied by many underdeveloped properties. A catalyst development could bring a balance of uses to this blighted area. The magnitude and scale of development envisioned is similar to the Brewery Blocks. Ultimately, this area would become a desirable place to live, work, dine or take in clubs and music.



The Central Burnside catalyst development area includes five blocks.



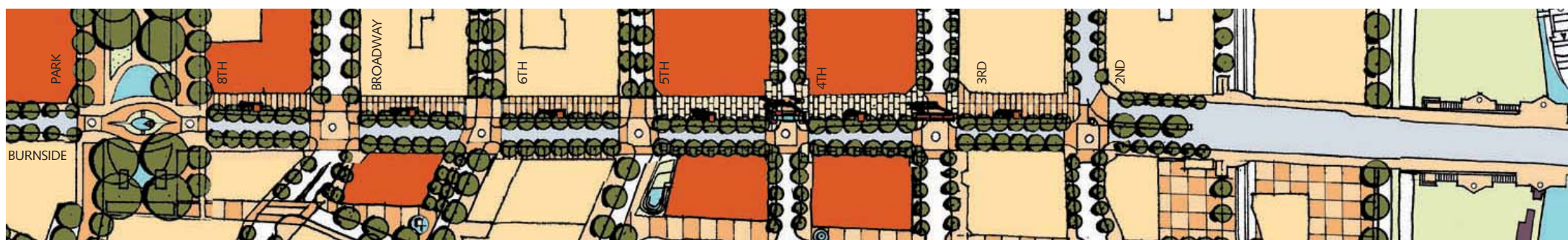
Redevelopment opportunities of a significant scale would enliven and change the identity of Burnside creating a gateway to OldTown/ChinaTown.

“The Link”

“The Link” consists of public right-of-way remaining north of the south median edge on Burnside from 2nd to Park after creating the one-way couplet of Burnside and Couch. The resulting 50-foot wide open area would provide an opportunity for building and open space improvements that could significantly influence redevelopment of Central Burnside. This leftover right-of-way would become available to encourage: renovations, increased building occupancy, sidewalk activities and redevelopment.



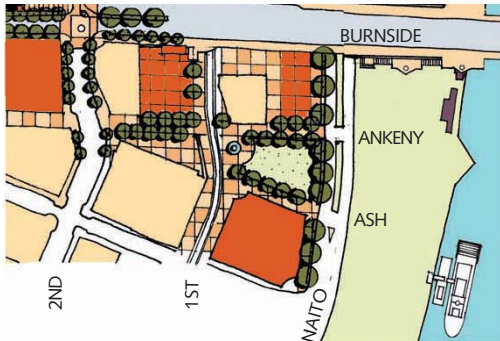
Enhancement of existing buildings.



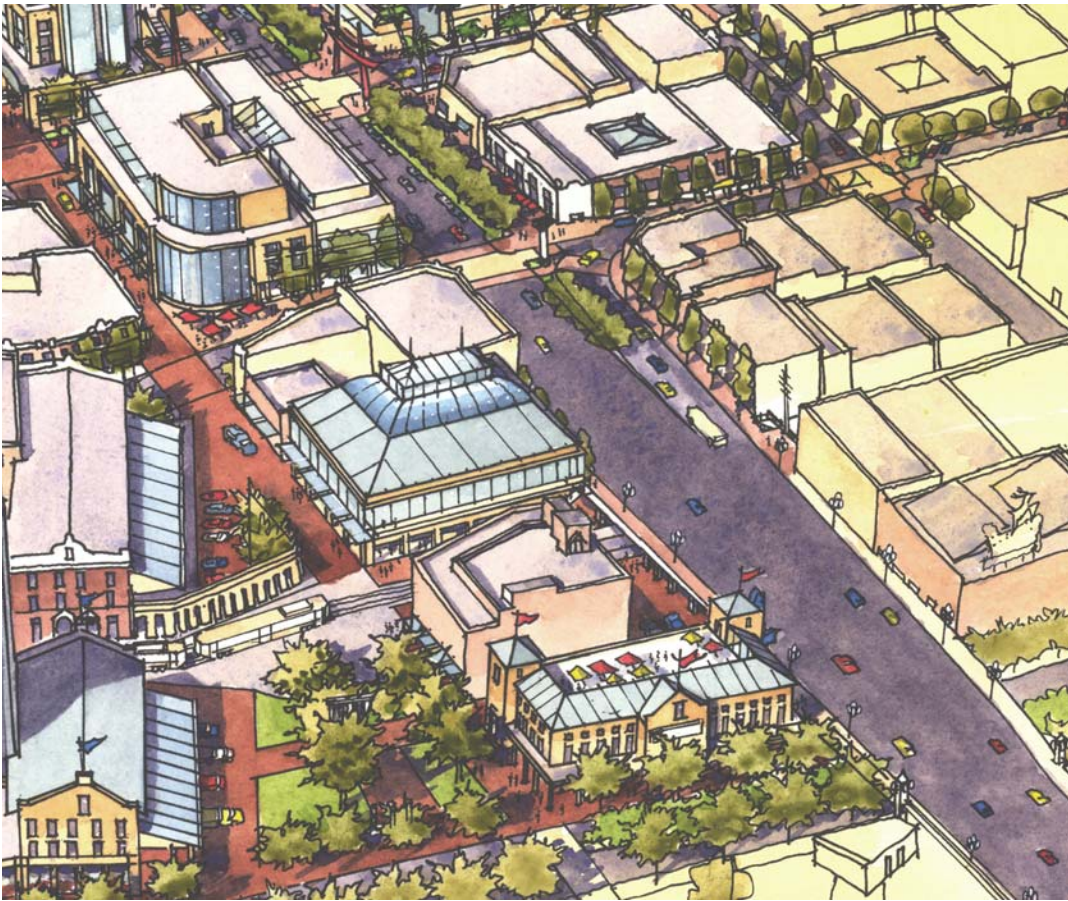
“The Link” would connect the North Park Blocks to Waterfront Park via Ankeny Plaza and connections from the bridge to the park.

Ankeny Plaza Area

The Ankeny Plaza area is home to Saturday Market, the historic New Market Theater, two surface parking lots and Portland Fire Bureau Engine House No. 1. This location has been considered for a public market and mixed use development.



The Ankeny Plaza Area would include four blocks between Burnside and Ash.



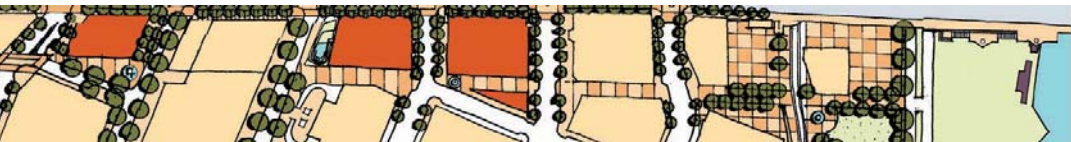
View showing a sketch development concept of the Ankeny Plaza Area including public market buildings, office and residential uses.

Ankeny Fountain Walk

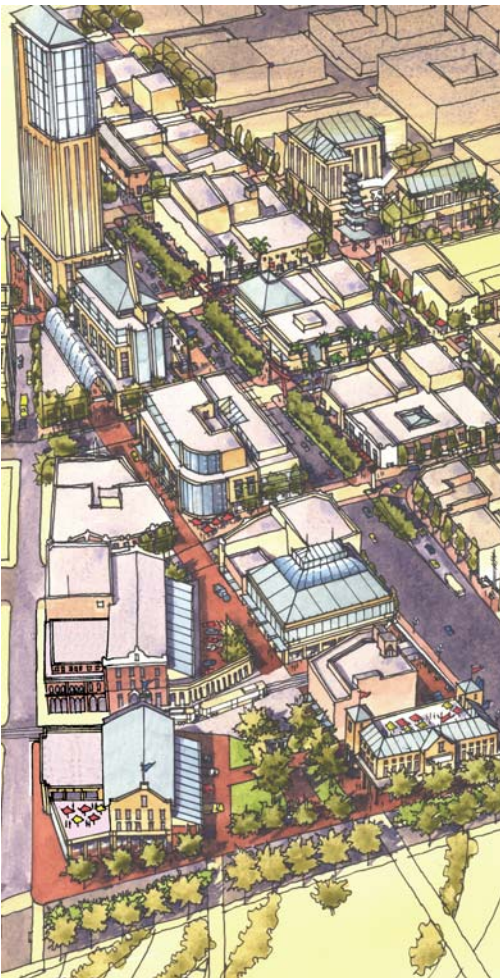
Ankeny is envisioned with a special pedestrian emphasis including curbless specialty paving, fountains, water features, and active uses. On-street parking and service access would remain and be integrated into the special street design. These improvements would help stimulate adjacent development and create a more identifiable connection between the Midtown Blocks, the North Park Blocks and Waterfront Park. Ankeny will continue to serve traffic and parking as well as pedestrians.



Ankeny's Galleria concept.



Plan showing Ankeny Fountain Walk. Three existing fountains are on Ankeny at SW 1st, 5th and 6th Avenues.



View looking from Naito Parkway to SW 5th Avenue on Ankeny.



Ankeny Fountain Walk would follow existing Ankeny Street and emphasize pedestrian access with a series of fountains marking the way from the river to the North Park Blocks.

West Burnside



North Park Blocks

Redevelopment of the Park Blocks between Couch and Ankeny would enhance opportunities for residential and employment development from Broadway to NW 9th Avenue between NW Davis and SW Oak Streets. The reduced crossing distance from six to two traffic lanes would substantially increase pedestrian access and comfort when traveling between the Midtown Blocks, O'Bryant Square, the North Park Blocks and the Pearl District. The reduced presence of Burnside as a barrier would create an opportunity to redesign the Park Blocks between Couch and Ankeny to better serve public needs and stimulate residential and employment based development.

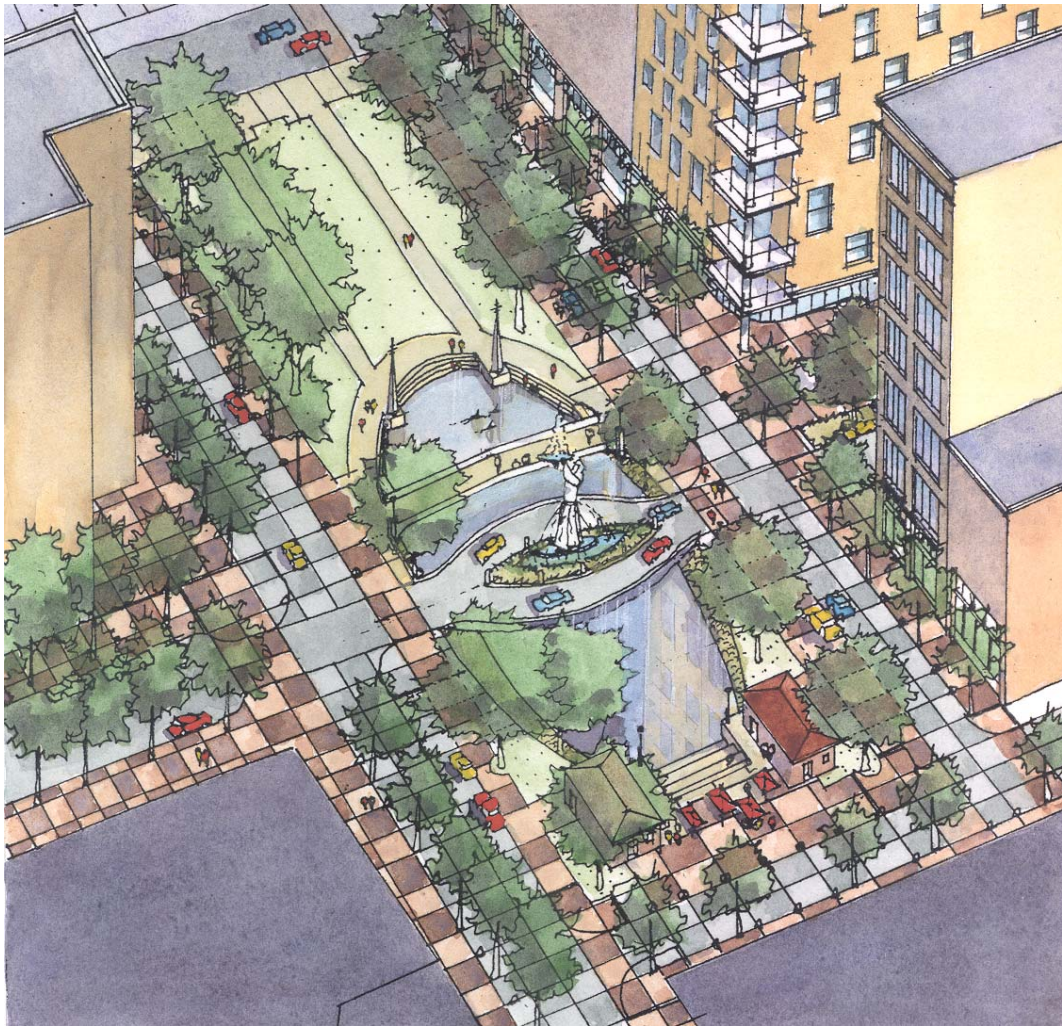


Special features in the street or in the park create identity and provide opportunities for public art.

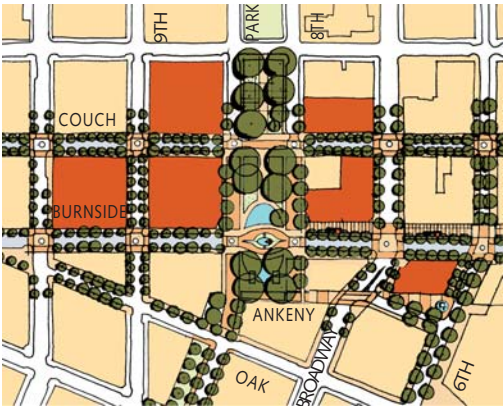


Illustration looking southeast from Couch and Park toward the proposed Danmoore project by Central City Concern.

Burnside traffic would travel in two lanes eastbound and transition to the south side of the existing median. Vehicle access and parking on Park, 8th and Ankeny would feature curbless design and paving to enhance the park. Ankeny Square in the North Park Blocks would become the western terminus to Ankeny Fountain Walk.



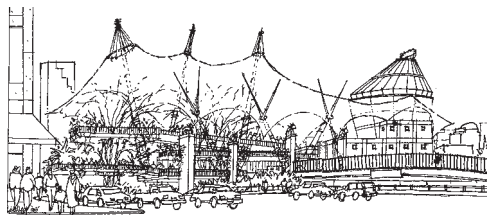
Concept illustration looking northeast over Ankeny and Burnside to Couch showing active uses such as a sail pond, gateway features and pedestrian-oriented improvements.



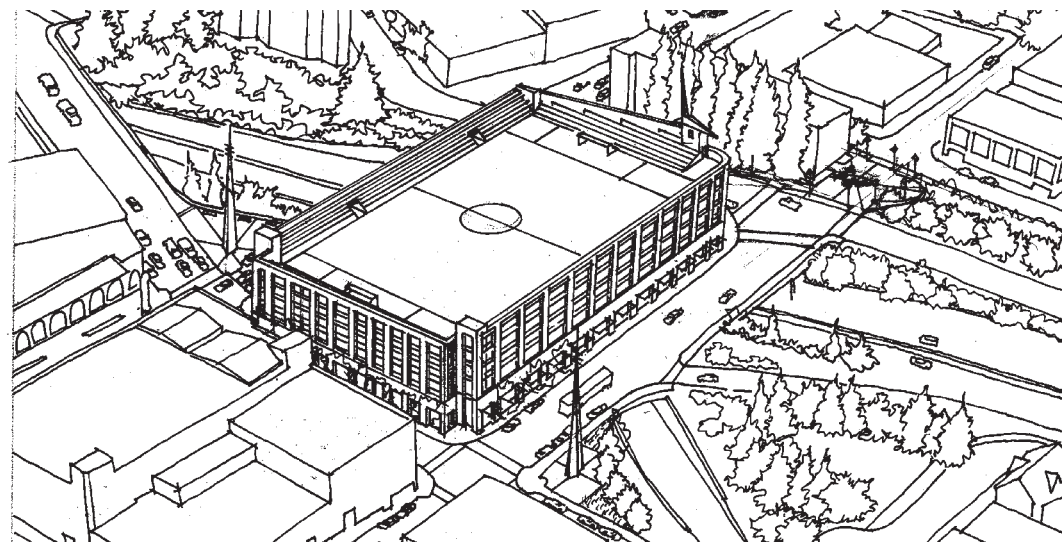
Park improvements with active uses could stimulate new development and building rehabilitation between NW Davis and Burnside.

Interstate 405 Cap

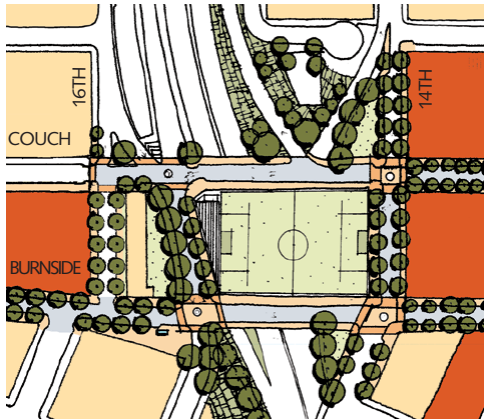
Building a cap over I-405 between West Burnside and NW Couch would provide an opportunity to develop a gateway project. It would help reconnect the Pearl, West End, Northwest Districts and Goose Hollow neighborhoods. This could stimulate redevelopment of nearby properties that have limited access due to the freeway gap.



Major attractor concept sketch of a conservatory from the “Bridge the Divide and Cap I-405 Vision Study”.



Concept sketch adapted from “Bridge the Divide and Cap I-405” vision study showing a parking structure over I-405 with ground floor active uses and an active playfield on the roof. Gateway features at 14th and 16th at both Burnside and Couch would add neighborhood identity and provide opportunities for public art projects.



A cap over I-405 with active uses would help knit the neighborhoods together.

Burnside at 18th and 19th Avenues

Infill and redevelopment in this area would create better neighborhood access, and improve connections to PGE Park and local businesses. It would also create a better balance to the street environment along West Burnside and NW Couch. Developments should maintain the existing affordable housing units, but might also include mixed-use commercial and market-rate residential projects.



Potential redevelopment opportunities at 19th and West Burnside.



Existing Firemans Memorial would benefit by improved pedestrian access and increased land area.



Aerial view of the west Burnside area with PGE Park in the right foreground.